

Together we can WIN

Literates Welfare Association (LAW) Theni District, Tamil Nadu a partner organisation of FVTRS has promoted number of skill net groups. These skill net groups availed support from various departments to start their own income generation units. One of this skill net groups namely AKMS got support from NABARD to start a rural mart programme. This group comprises of 11 members and majority of them underwent skill training in FVTRS supported programme.



The group has regular meeting as well as attends various capacity building programmes conducted by the facilitating organisation such as EDP, life skill, leadership skills etc. The meeting and discussions led majority of the members to get encouraged to start income generation activities. The organisation also joined along with them to conducted market study to find suitable income generation programme and they have found demand for the local made products especially natural and organic products.

The skill net group members along with other women in their village decided to start a rural mart wherein they can display their products and sale. The women have approached NABARD for support and availed the same.

The women have started to produce different items with the skills they acquired and collected it together at a rented building and started a rural mart wherein all the members got opportunity to display their products and sell. The rural mart (R M) is running smoothly, and the members are getting an income range from Rs. 5000 to Rs.10000 for their products as well as dividend from the profit of the mart.

The effort brought more recognition to the members in their families and village. The women also expressed that they are able to spend as per their requirements. The group members are also discussing and planning to expand their unit and also to start such kind of more units in and around of their villages.